DM	T&D	REP
1224		
1225		
1226		
1229		
1230		
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

August 18, 1995

To: Division Sales Managers

Re: Price Gap Execution

Crisp Price Gap execution is critical to our business. It is extremely important that Retail Reps have a crystal clear understanding of how this strategy is applied at retail.

While the Retail Rep Training Program speaks to Price Gap, it was felt that further explanation was needed. Attached are Price Gap models for both package and carton outlets that will be used during Retail Rep Accountability Training. Also attached is FSC-102-C from Jim Maguire concerning Price Gap Execution.

Please take the following action with this information:

Prior to training:

- Reference your Retail Rep Trainers Guide page 9, #12 "Promotion Execution."
- Make copies of FSC 102-C for all Retail Reps
- Make acetates from the two Price Gap models provided (12a and 12b)
- Insert the acetates directly behind acetate #12

During training:

- Distribute copies and have all Retail Reps read FSC-102-C
- Discuss in detail each question and answer from the letter
- Show acetate # 12a and 12b.
- Explain to Retail Reps how to first determine if a Price Gap exists.
- If a Price Gap does exist, refer them to the Price Gap models to demonstrate the value to Price Gap.

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Source: https://www.industrydocuments.ucsf.edu/docs/zfby0000